

Listed below are specifics and timetables for the September-October SALEM .30 Tear Tape Program (re: FSC-71-A, 4/3/97) to be utilized in C-Gas outlets. As clarification, once this program is implemented in the retail account, no additional discounting on tear tape SALEM product should occur. You can apply a 30¢ discount to non-tear tape styles based on business needs, i.e., Slim Lt 100, etc.

- Promotion Details:** SALEM .30 pack tear tape product to be available for order on FF 85, Lt 85, FF 100 and Lt 100 styles based on sales for all four brand styles or equal quantities of each style.
- Display Size:** 40
- Display Information:** A four-carton display is available for this program. It is important that all discounted product be displayed on this unit or another display platform you have available in retail outlets. Due to the SALEM graphics and discount amount on the riser card, your first priority should be to utilize the display which is listed below.
- Display Item #:** 530123- SALEM 40 Pack Display/Shipper (1/SKU)
ROU to coordinate shipment of displays (1/retailer) by "DSD", delivered by Retail Rep or shipped by direct account directly to retailer. Displays are not allocated. (Same display to be used in third quarter SALEM DPC program.)
- VAP Payment:** Display Packing and Shipping - (Place cartons in display and ship to retail)
\$14 per 12M case equivalent.
Product Shipping Only - \$9 per 12M equivalent
Payment should be made by the ROU via TPS
- Region Communication:** To ensure this program is implemented effectively at both retail and wholesale levels in regions with retail accounts supplied by direct accounts that reside in outside regions (chains and independents), the following communication process will need to be administered by each ROU:
- 1) Store list of accounts participating to include:
 - Store name, address, city, state and zip code
 - Store SIS #
 - Store tax jurisdiction
 - Direct account name and SIS # supplying SALEM Tear Tape product
 - Direct account supplier number for the retail account
 - Number of SALEM cartons to be shipped to retail accounts (number should be for one brand style)
 - 2) Communication should specify from each region how displays will need to be shipped to retail (DSD or Direct Account Delivery). Communication should clearly state whether DSD of the displays will include all retail stores on a direct account list or just the stores within the region's retail universe.

This information will need to be communicated to applicable regions on or before August 4, 1997.

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